

think. Often these extraneous actions serve to maneuver the host into a position where replication can be attempted.

Theoretically, a perfectly engineered thought virus could make its host do *anything*. By controlling thoughts, physical actions are controlled. But unless an individual has access to an exact blueprint of every portion, both conscious and unconscious, of a potential host's mind, he will not be able to foresee all of the forces which might come into play when the host's mind accepts the fashioned virus. In practice it is all but impossible to always predict how an infected human may act. But, if a thought virus engineer constructs a fairly complete blueprint of the intended host's mental structure an effective thought virus should be capable of being fashioned in most cases.

Replication

Thought viruses replicate through the medium of the RSM. The actual replication occurs within human minds but the viruses are passed through the sociocultural matrix in the form of symbols. These symbols can range from language, to body language, to sculpture, to film. Often these latent holders of thought viruses can remain *charged* for long periods of time before a human consciousness comes into contact with them. When a latent thought virus is perceived by a human consciousness it will attempt to replicate into the mind of the perceiving human.

Memetic Talismans and Amulets

Memetic talismans or amulets are physical objects which hold latent thought contagions. An individual can create a holder for a thought contagion and charge it with *magickal power*, that is, the power to cause change in the objective world according to subjective will. This book is an example of a memetic talisman imbued with magickal power through its use of the English language to project symbols into the mind of a reader. The book contains a potent and complicated thought contagion which remains latent until being perceived by a human mind capable of understanding the English written symbolic system. In simpler terms, the ideas

contained within this book cannot be transmitted until it is read by a human capable of understanding the English language. If this book is not read by a human being who understands the English language, the thought contagions it contains remain latent.

Human cultures are replete with memetic talismans. Movies, television shows, signs, and books abound. The thought contagions contained within cultural artifacts cannot be transmitted until coming into contact with human minds capable of comprehending the particular symbolic system by which the particular artifact was created. But just because a thought virus is latent does not mean it ceases to exist or will evaporate out of the RSM on its own. Rather, latent thought contagions are *held* within physical amulets until such a time as the attention of a human consciousness activates them. Human minds form a temporary but real bridge between the location in the RSM where a particular thought contagion resides, and the human being who consciously views the thought contagion.

Memetic amulets can be destroyed; in so doing the thought contagion embedded within will also be lost. But destroying an original memetic amulet is not always sufficient to eliminate a particular memetic structure from the RSM. If a thought contagion has been transmitted to a sufficient number of minds, it will continue to exist and possibly flourish within the RSM even if the memetic amulet which originally transmitted it is destroyed. In addition, other infected human beings may fashion more amulets based on the original thought contagion.

For instance, if all of the prototype copies (talismans) of the movie *Braveheart* were destroyed, the *Braveheart* thought contagion would continue to exist in the minds of many of those who saw the movie. Some of the people in whom the *Braveheart* contagion still existed would eventually make movies (talismans) of their own. These movies would be to a greater or lesser degree influenced (contaminated) by the original *Braveheart* thought contagion.

If an individual wished to allow a particular fashioned memetic structure a decent chance of surviving the test of time, talismans should be